



Chicago Metropolitan
Agency for Planning

RWSPG Household Survey Results

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Today's Presentation

- Survey Objectives
- Survey Response
- Preliminary Findings

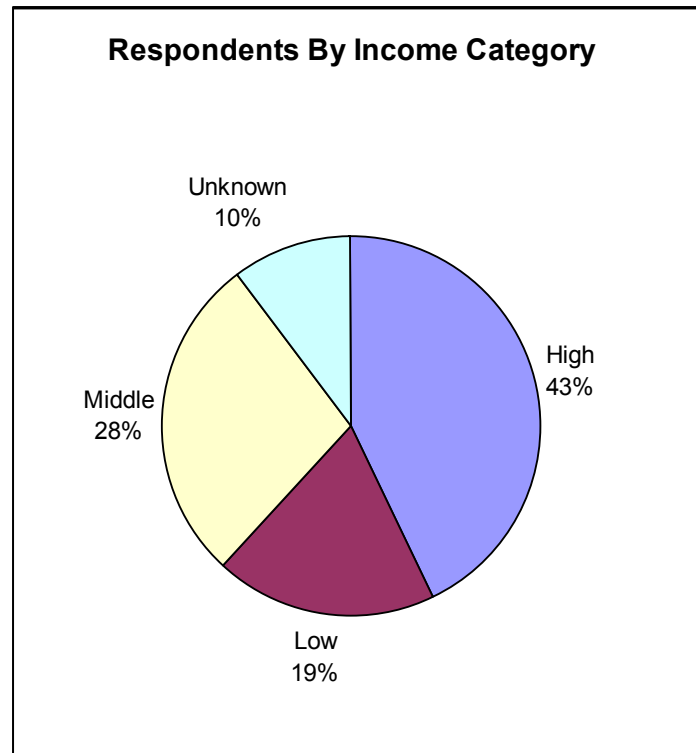


Survey Objectives

- Barriers to participation in conservation programs
- Water use behaviors, knowledge, & attitudes
- Demographic correlations

Survey Response

- N = 1,760
- RR = 41%
- Geographic Distribution
- Race/Ethnicity
- Income



Preliminary Data

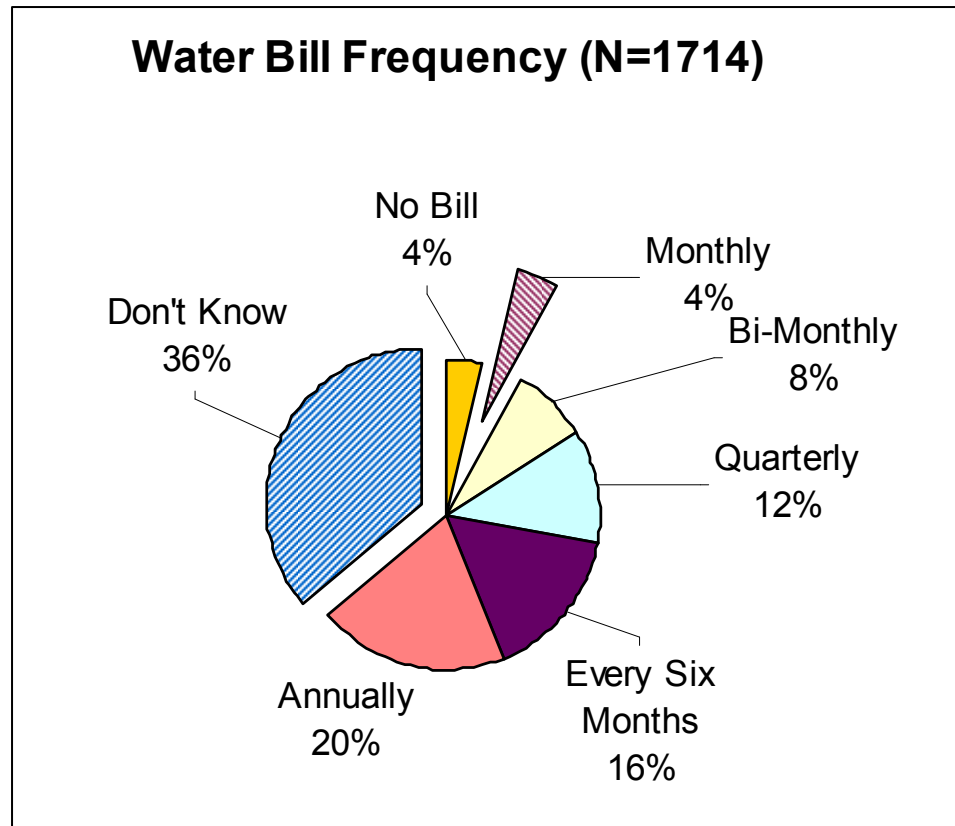


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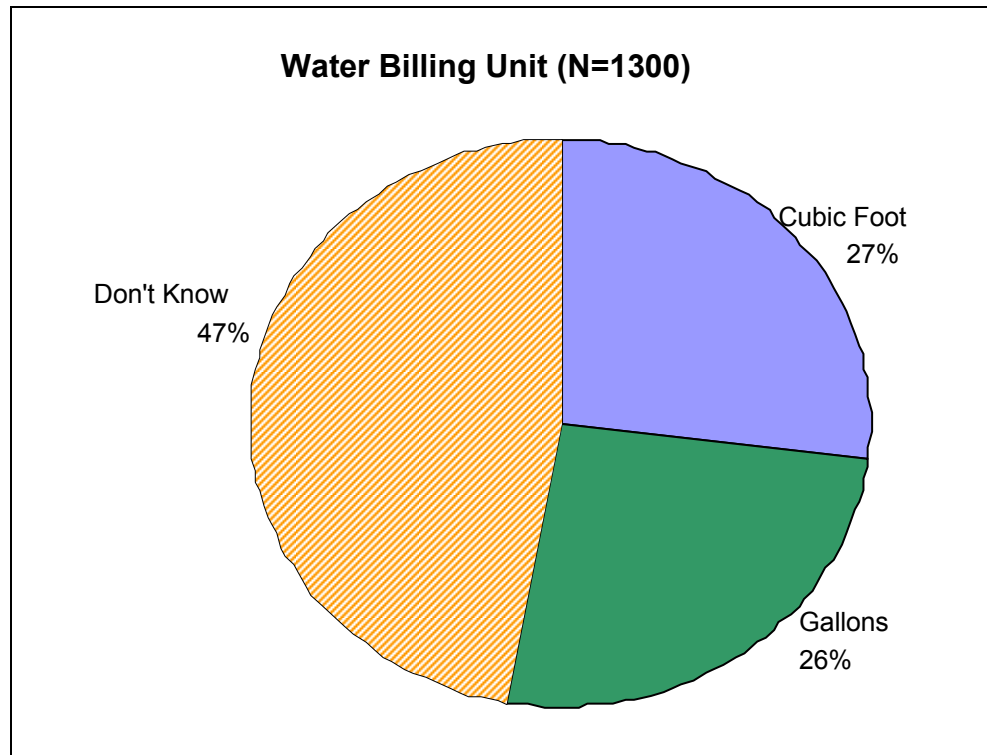


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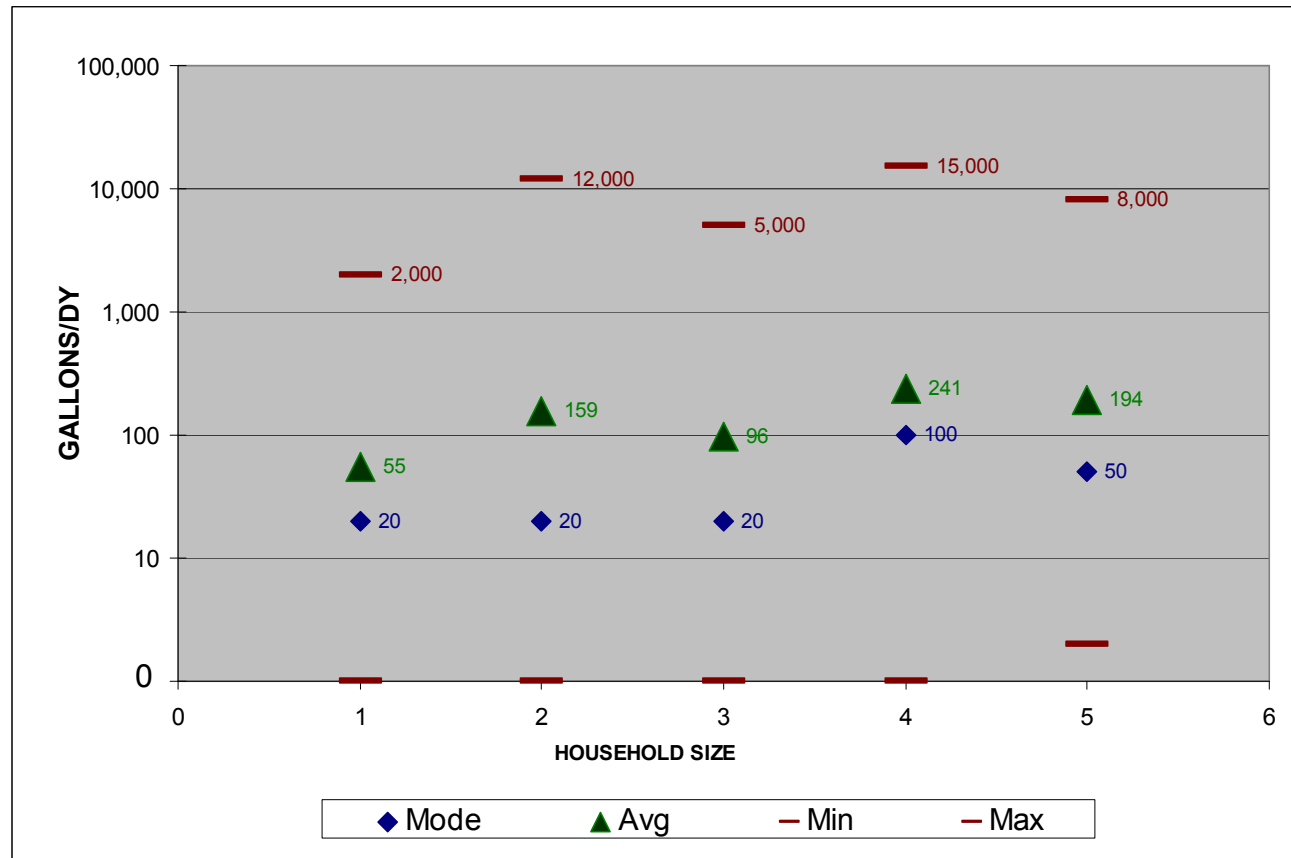
Water Bills: Frequency



Water Bills: Unit of Water

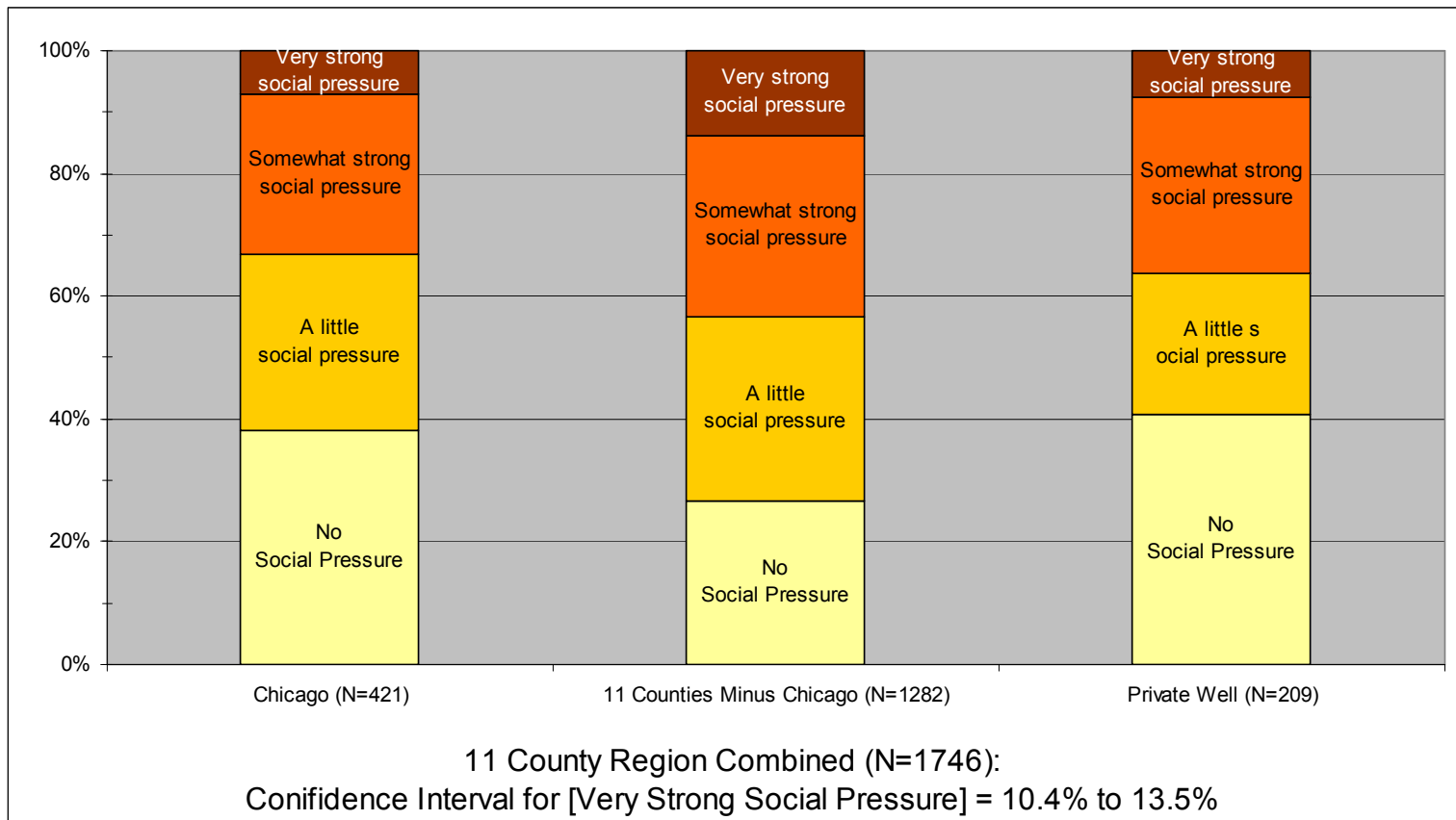


How much water do you think your household uses indoors on an average summer day?

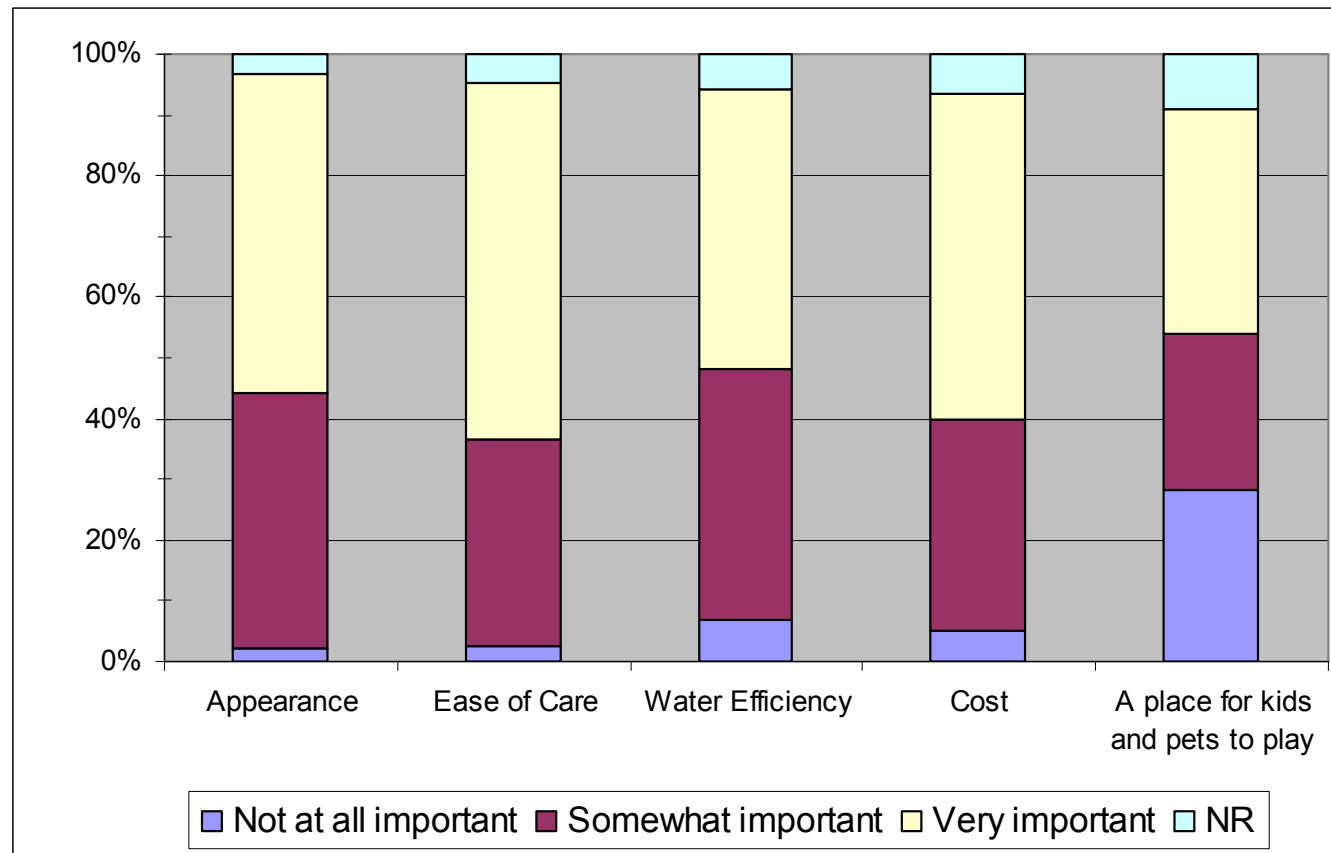


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How much social pressure is there to keep your yard looking a certain way?

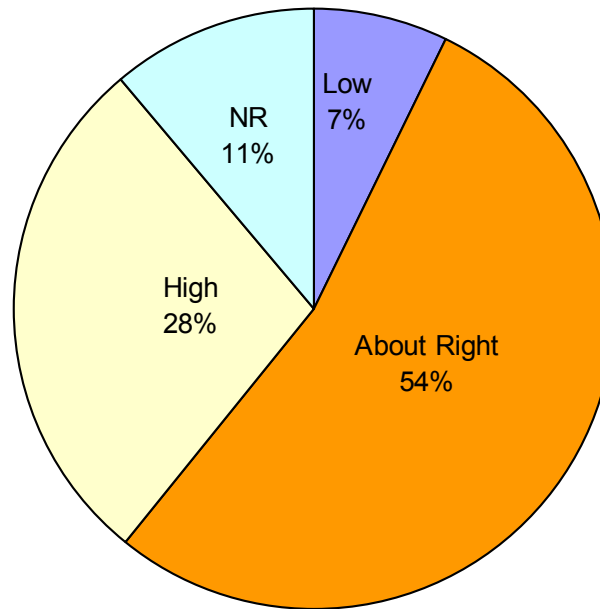


How important is each of the following landscaping features to you? (N=1588)



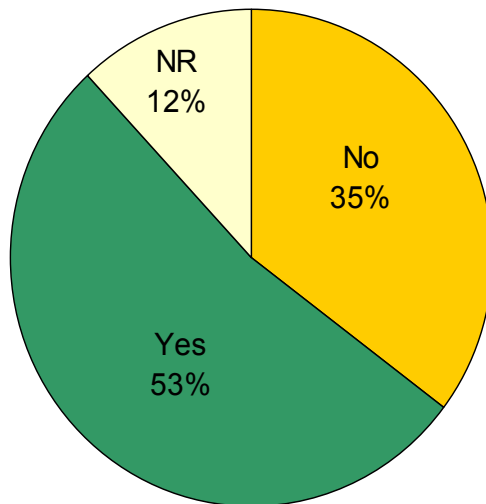
Cost of Water

How would you describe the cost of your tap water? (N=1746)

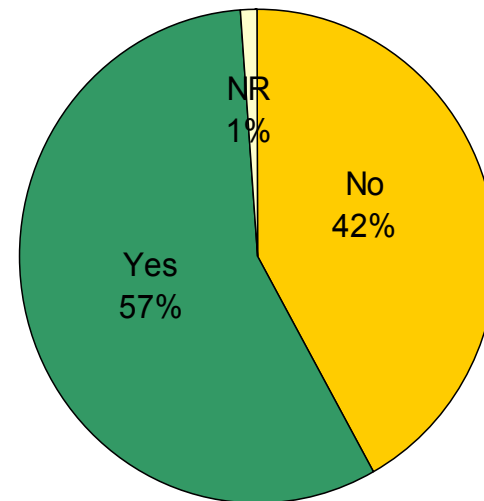


Cost of Water, Cont'd

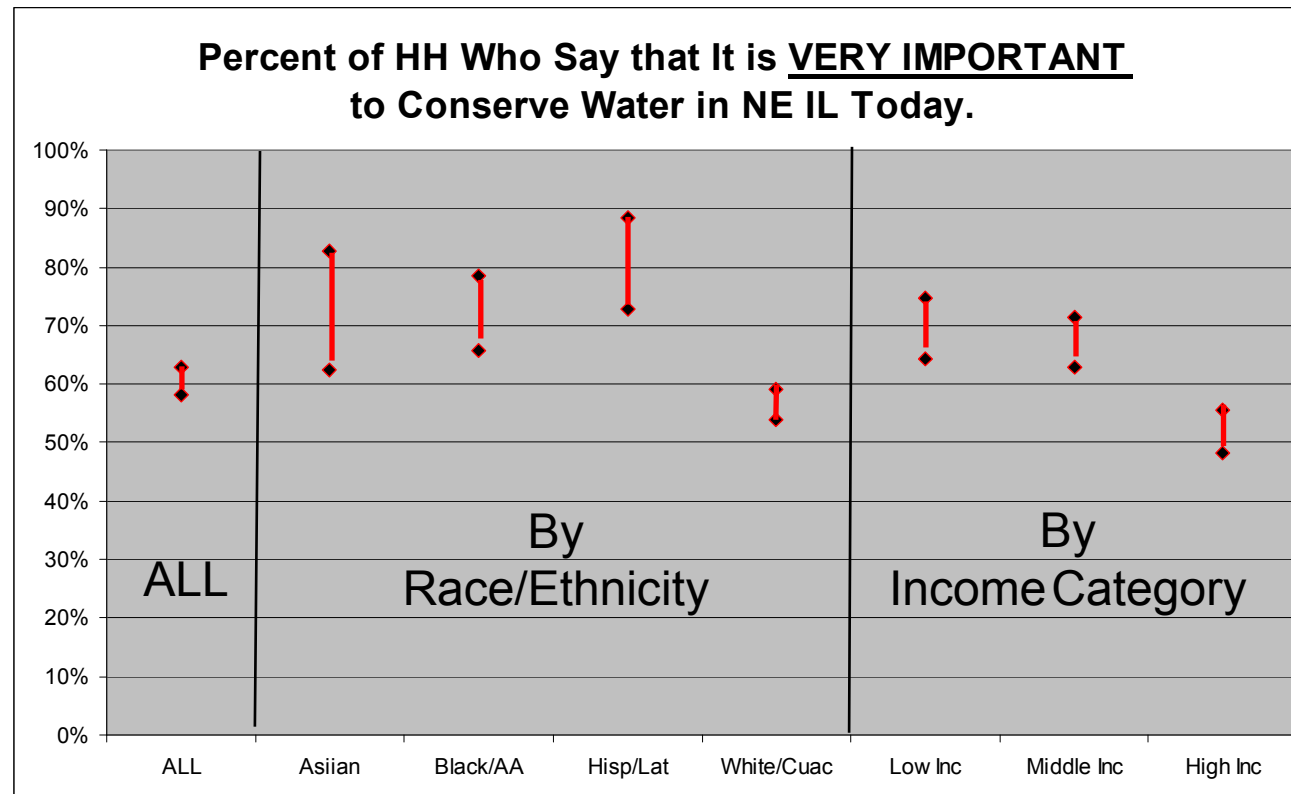
**Are you aware of your water bill
having gone up in recent years? (N=1746)**



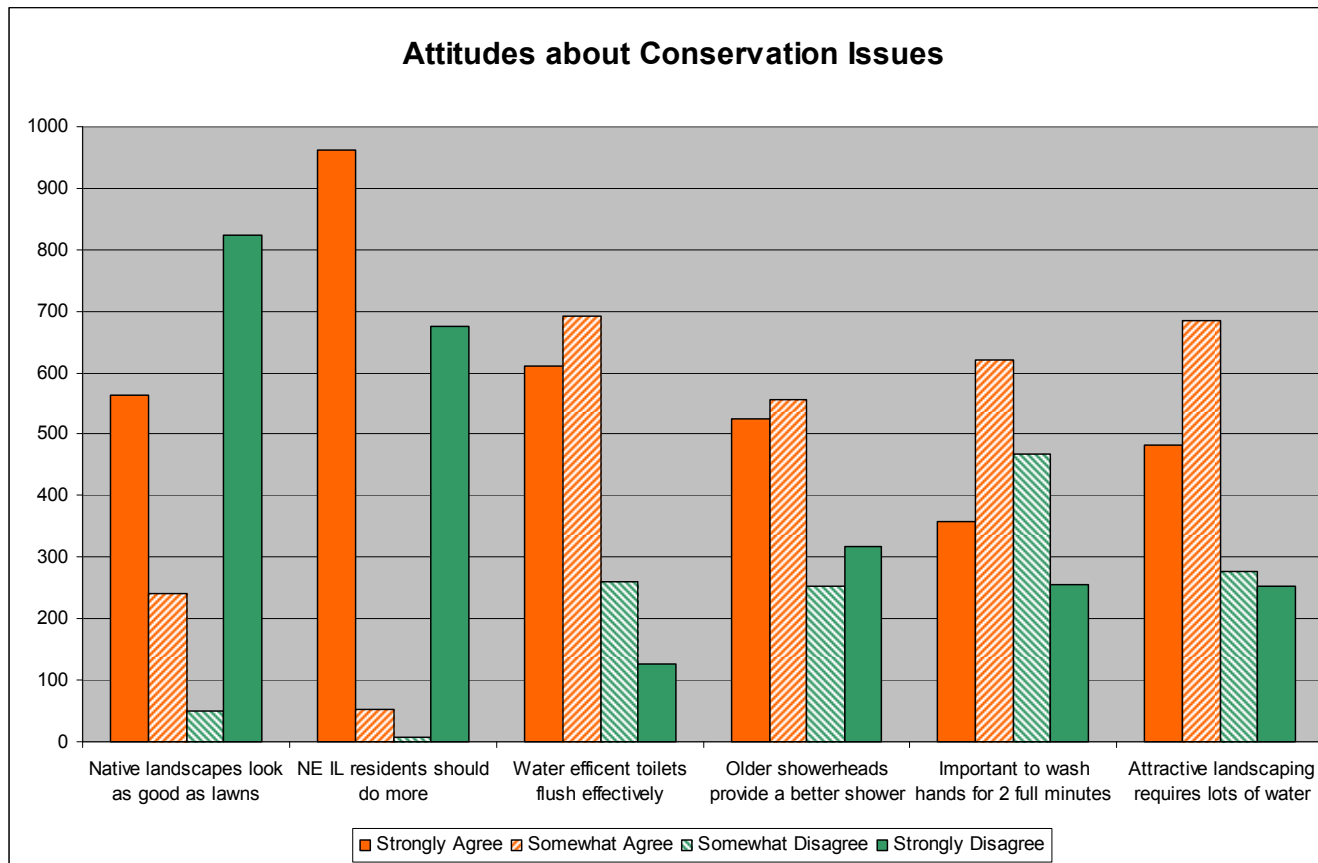
Did it prompt you to conserve water? (N=922)



Attitudes About Conservation

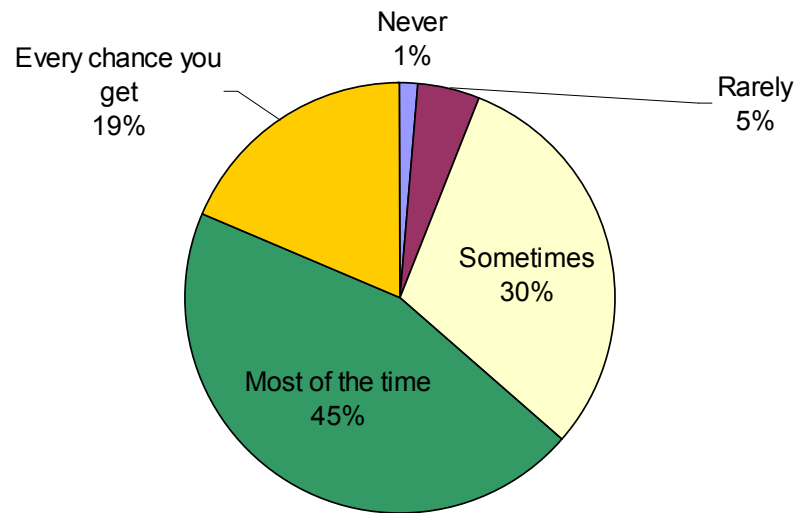


Attitudes About Conservation, Cont'd

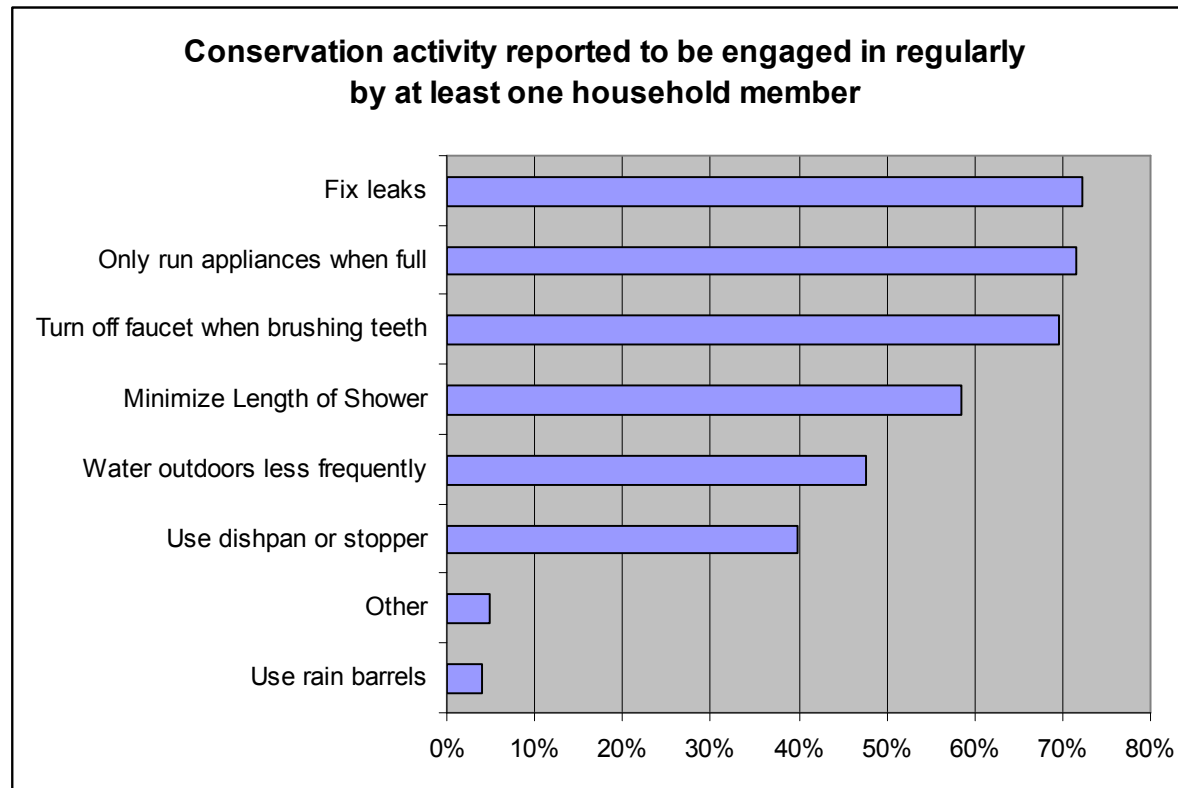


Conservation Behaviors

How often does your household conserve water?

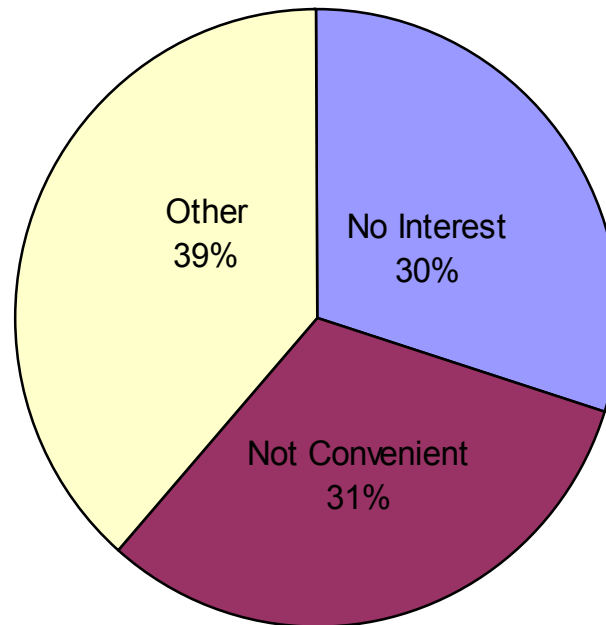


Conservation Behaviors, Cont'd

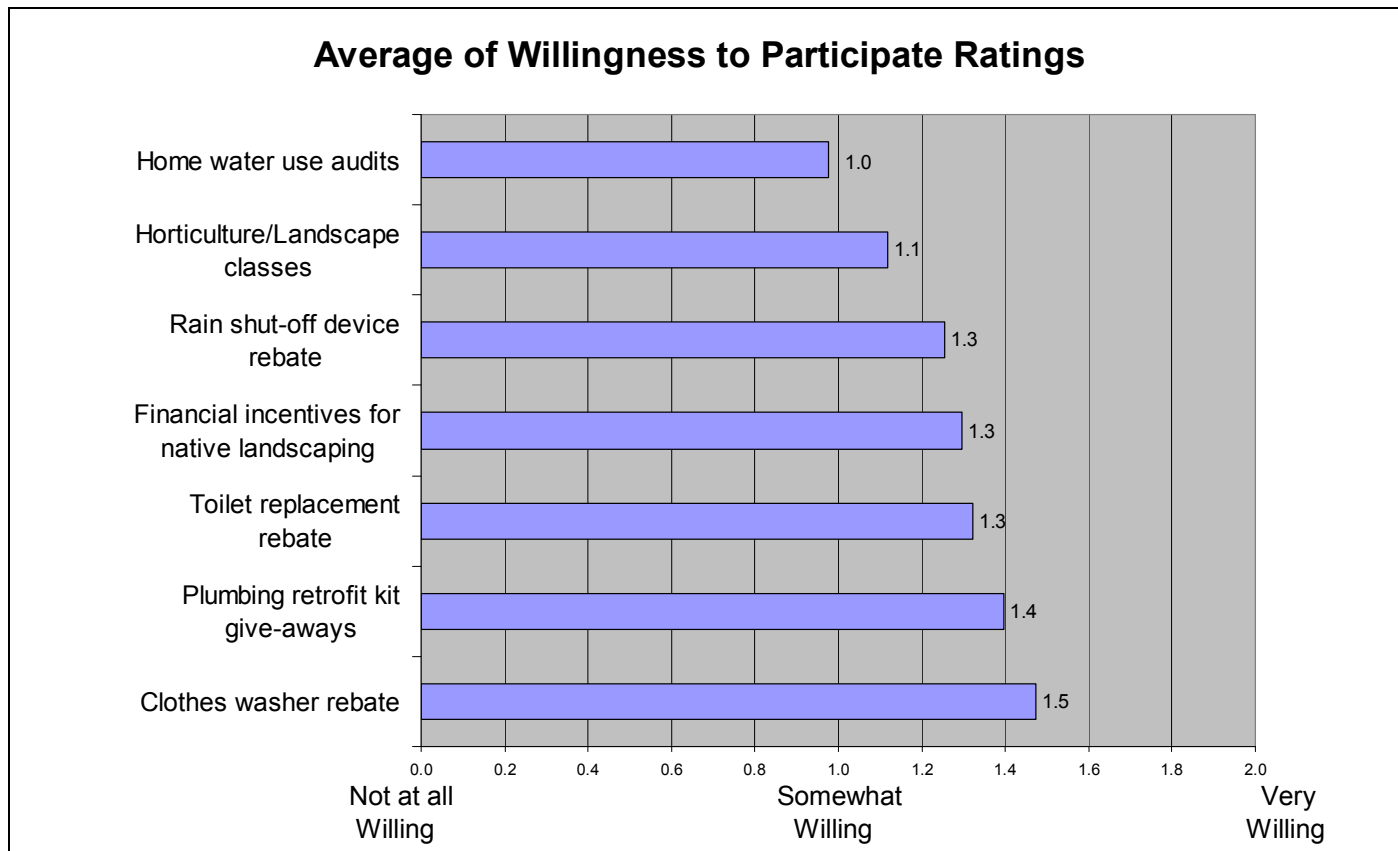


Participation in Conservation Programs

Why No Participation in Conservation Program?



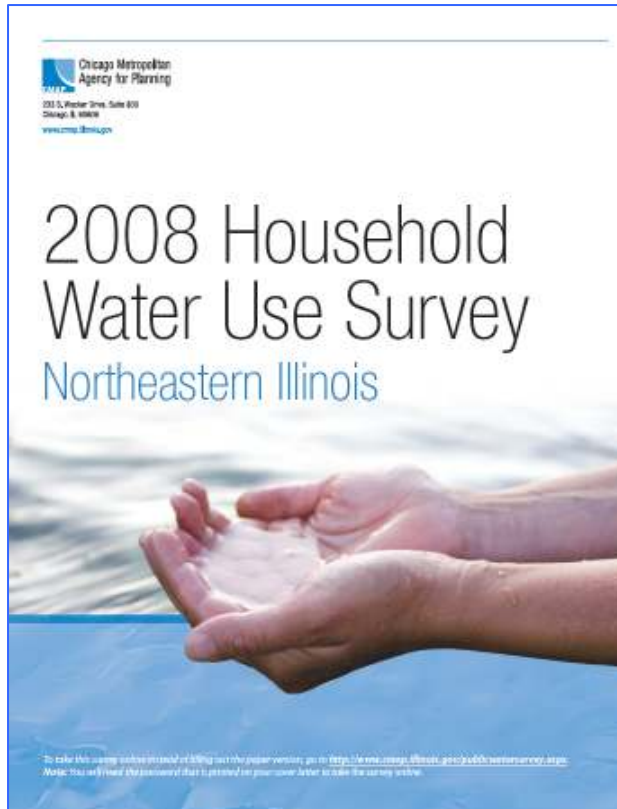
Participation in Conservation Programs Cont'd



Respondent Comments

- More could be done to conserve water; Waste too much water, more sprinkler watering sidewalks than lawn.
- Just wish that seniors got a better rate, and minors too.
- With water efficient bowls, one must flush six times more than they say.
- I hope we never run out of water.
- This is a good survey and I think everyone should learn more about where their water comes from.
- Why print this on such heavy paper?
- I am not in favor of a dramatic increase in water bills to fund a bunch of programs. I don't think water usage should be for the wealthy only!
- With global warming shrinking the ice caps I am sure we will have plenty of water
- My water bill isn't linked to use so I have no gauge to measure
- I used to live in Cook County and when we moved to Will County I realized that Cook uses too much water. I think they should pay more for their water to encourage using less.
- I don't believe in conserving water. The fact is when you give it back to the lord, you get it back in rain. In essence, the lord returns it to you
- I hope this does not raise my taxes. You guys take enough as it is.
- This is a wonderful thing that is going on. More people need to get involved.
- I don't like the idea of government taking over living.
- Water conservation is great but unless everyone does it, it's not going to make a difference
- I learned a lot from this survey.
- Water bills do not have units of measurement. That is a problem.

Thank You



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